

Social media for projects

Communication training for projects - Interreg Danube Transnational Programme

14 | 20

Budapest | Hungary | 26.01.2017

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Overview

1 - WHY social media?

2 - HOW to be present on social media?

3 – Facebook, Twitter, LinkedIn, YouTube
With an example from the DIGITRANS project.



4 - Other useful online tools



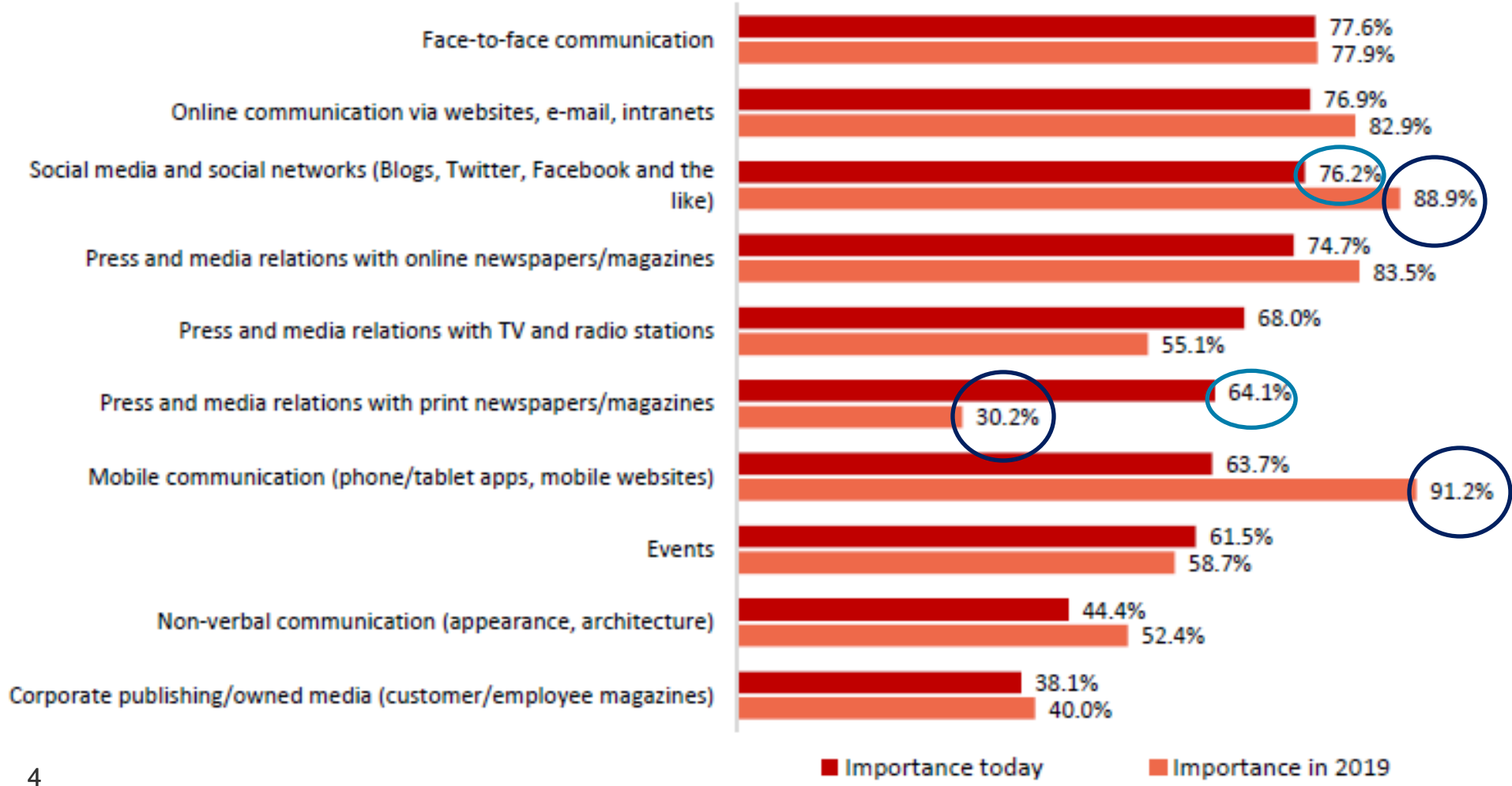
1 - WHY social media?

- **Engagement:**
 - Social media are part of our private & work lives,
 - They are interactive and make it possible to directly engage your audience
- **Costs/benefits for visibility:**
 - They can represent a cheap way to reach your audience,
 - They can increase the traffic on your website.
- **Making new contacts/learning:**
 - They help you linking with your stakeholders,
 - You can learn about news in your field / increase your knowledge in real time.



Importance of communication channels/instruments today and in the future

Perceived importance for addressing stakeholders, gatekeepers and audiences today and in three years





2 - HOW to go for social media

What are your communication objectives?

Who is your target?

What are your resources (number of persons and time)?

Decision:

- Choose the social media used by your **target group** and in line with your **objectives**
- Don't worry about criticism, worry about **human resources!**
- When you are on social media, **non engagement can look worse** than absence



2 - HOW to go for social media

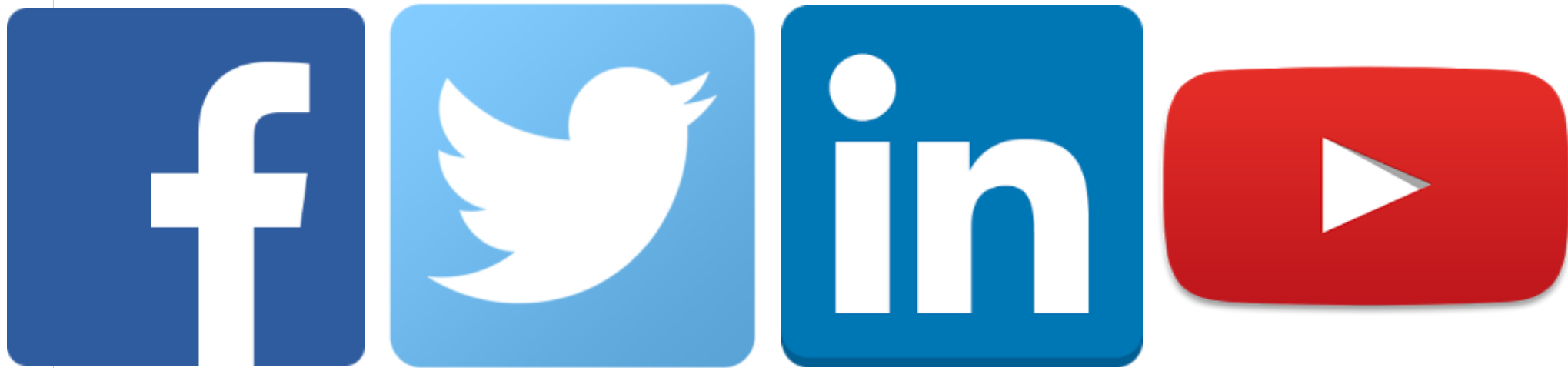
Ready? Then plan your SM activities:

- What are your social media **objectives**?
- **Who** is working on the social media for your project?
- **What content** can you create and share on the social media?
- How do you address your audience? What is the general tone and approach?

Monitor and talk about it! E.g. [Interreg Alpine Space social media stats](#)



3- Main social media used by the projects



Facebook



Facebook

Pros:

- **largest community** on the internet;
- possibility to have **several page** administrators;
- management of **milestones** on the timeline;
- **easy integration** of links, pictures and videos.

Cons:

- mostly used for **private** communication;
- it takes a **long time to build a community** of subscribers;
- more **time consuming** than Twitter.

Tips:

- **subscribe to many accounts** dealing with your project's issues or geographical area;
- **be active on the pages** you subscribed to by liking, sharing and commenting posts;
- **mention people and pages** and pages in your posts;
- try to be active on a **weekly basis**;
- always **illustrate your post** with media content;
- use **Facebook manager** to schedule and manage posts.



Effective communication on Facebook

Story of Technology Innovation Centre Medjimurje



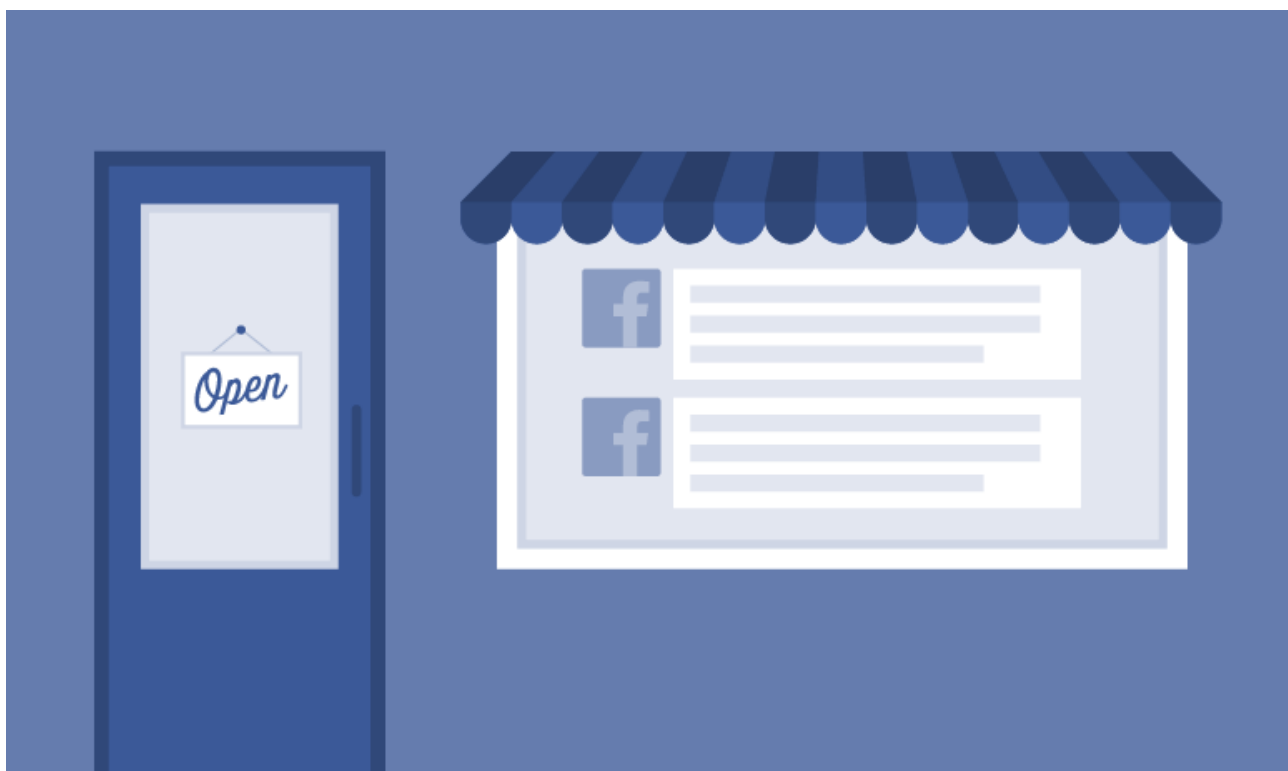
Goran Levačić

Communicaton manager

DIGITRANS – Digital Transformation in the Danube region



Facebook



Setting up a FB page is a good start



Facebook

What do you need to know before setting up the page on Facebook?



Facebook



Your audience



Our audience @TICMedjimurje

Entrepreneuers,
Startups,
Students,
Public institutions



Why would they visit our FB page?

Incubation @TICMedjimurje,
Workshops, seminars, conferences in our Centre,
Funding opportunities through national and European funds,
Project development support



Facebook

If they find useful what you post on FB page,
they **will follow you**



Facebook

Likes are great but not always too relevant
Followers are more likely to return to your page



Make sure you post relevant content



Technology Innovation Centre Međimurje
Announces Sven Emam 191 · January 18 at 13:02 · €

Support STEM revolution! BBC Micro: will robots in Croatian schools will allow a radical step forward in education and reduce the technological and mental gap between what the Croatian education offers and what the contemporary young people need to succeed in life.



Micro bit - STEM revolution in Croatian schools
Modern technology in schools is a real reform - every child should have the opportunity NOW! Crowdfunding is a democratic way to support the fundraising needs of your community. Make a contribution today!

INDIEGOGO.COM

Number of people who saw the publication: 445 [Promote publication](#)

Like Comment Share

Leon Imširović and Ivan Pranjić


Write a comment...



Technology Innovation Centre Međimurje
Published Goran Lee 191 · January 16 at 13:07 · €

The theme of this year's first meetup Me <code /> group, Microsoft Azure, a popular platform for development, analytics, testing and networking. Their knowledge and experience of using the Azure platform in practice, will share the members of the development team the company Axiom, located in ticma-in. As always before, there will be plenty of practical exercises, so bring your laptop. Dates Meetup on 26 January 2017 at 16:30 hours and place classroom ticma's.

With all this group Me <code /> in 2017 received a new logo.



WHY AZURE? - January Meetup Me <code /> GROUP in ticma-in
Microsoft Azure platform is becoming more popular among developers ...

[Read more](#)

TICM HR

[Boost this post again](#)
You can view your results and add budget to get more likes, comments and shares.

Number of people who saw the publication: 2025 [Show results](#)

Like Comment Share

Tibor Lebar, Ines Novoselec and 19 others

once divided

Write a comment...



Promote your partners and customers, celebrate their achievements

 **Technology Innovation Centre Medimurje** shared a photo of LM Communications · Announces Svan Etmam (P) · December 15, 2016 · €

We just visited the team at RTL Television, which filmed what we do and our tenants LM Communications and SmartWay doo . Good stories need to be heard.



LM Communications
December 15, 2016 · €

We had visited the office team with RTL Television ! If you are interested in what we talked about, follow today's diary 😊 #LMKCREW

Number of people who saw the publication: 557 [Promote publication](#)

👍 Like 💬 Comment ➦ Share

 Mary Pajc, Vika Kerekes and 7 others

Chronological

 **Technology Innovation Centre Medimurje** shared publication of KG Media · Announces Svan Etmam (P) · October 31, 2016 · €

Congratulations to our long-term tenants KG Media on another business success.

 **KG Media**
October 31, 2016 · €

[KG MEDIA AGAIN AMONG THE BEST - PREMIER GOOGLE PARTNERS]

We are proud to announce that we have managed to qualify for the "Premier Partner Performance Awards . . .

Show more



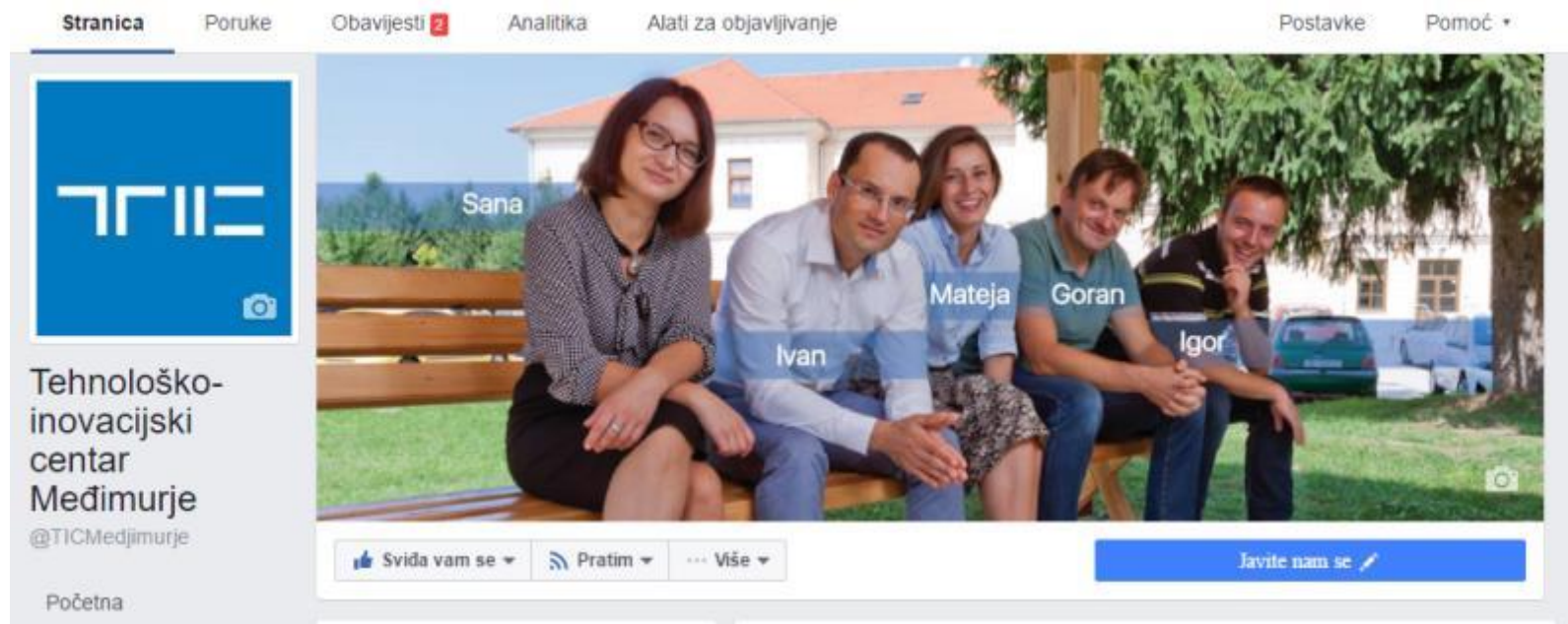
Premier Partner Awards 2016 | 2016 Shortlist

We set out to find the most innovative, client focused Google Premier Partners, and we've been humbled by the submissions from digital marketing leaders across EMEA. The initial judging round to get to the shortlist went down to the . . .

EVENTS.WITHGOOGLE.COM



Less generic, more personal



Paid promotions = better reach

You are in control of your own budget,
You target people you want to reach,
Real-time analytics to help you plan your campaigns



Do not underestimate power of organic reach

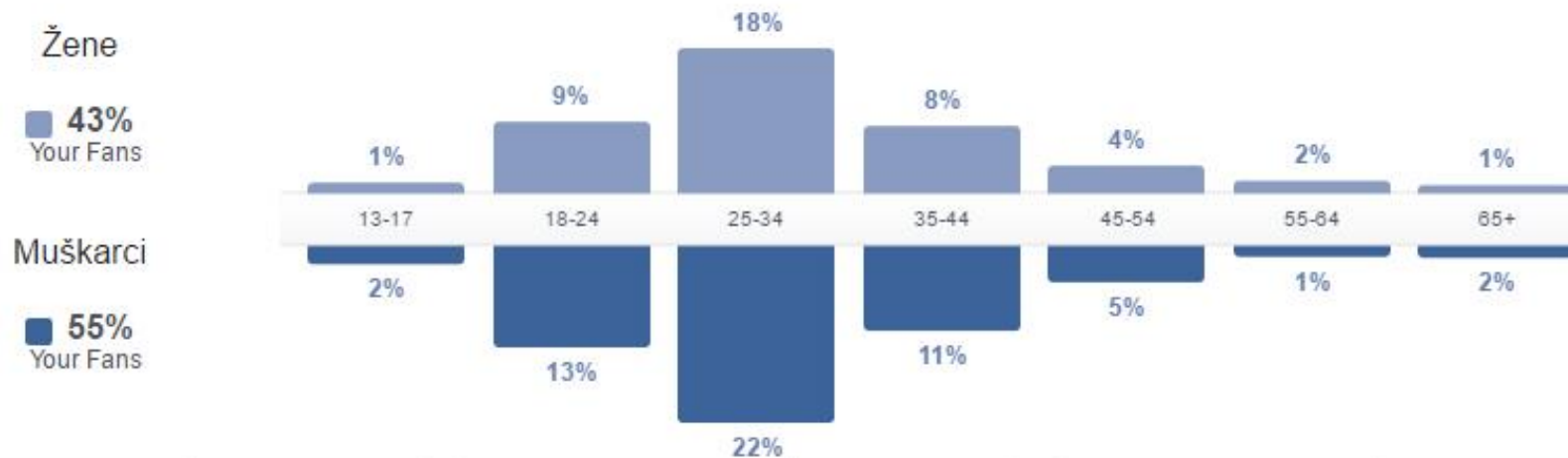
People will follow and share if they really love your content



Facebook

24th of January 2017.

The people who like your Page



Facebook

24th of January 2017.

Država	Your Fans	grad	Your Fans	Jezik	Your Fans
Hrvatska	1990	Zagreb, Zagreb	585	hrvatski	1434
Bosna i Hercegovina	116	Cakovec, Međimurje C...	534	Engleski (SAD)	491
Njemačka	39	Varazdin, Varaždin Co...	142	Engleski (VB)	186
Austrija	20	Prelog, Međimurje Co...	44	Bosanski	63
Slovenija	18	Sveti Juraj na Bregu, ...	35	Serbian	28
Srbija	14	Mursko Sredisce, Međi...	31	Njemački	21
Švicarska	7	Rijeka, Primorje-Gorsk...	31	Slovenski	9
Sjedinjene Američke ...	5	Split, Split-Dalmatia C...	27	Francuski	3
Ujedinjeno Kraljevstvo	5	Sveti Martin na Muri, M...	24	Talijanska	3
Češka Republika	4	Mala Subotica, Međim...	23	Engleski (Gusarski)	2



Facebook

24th of January 2017.



Facebook

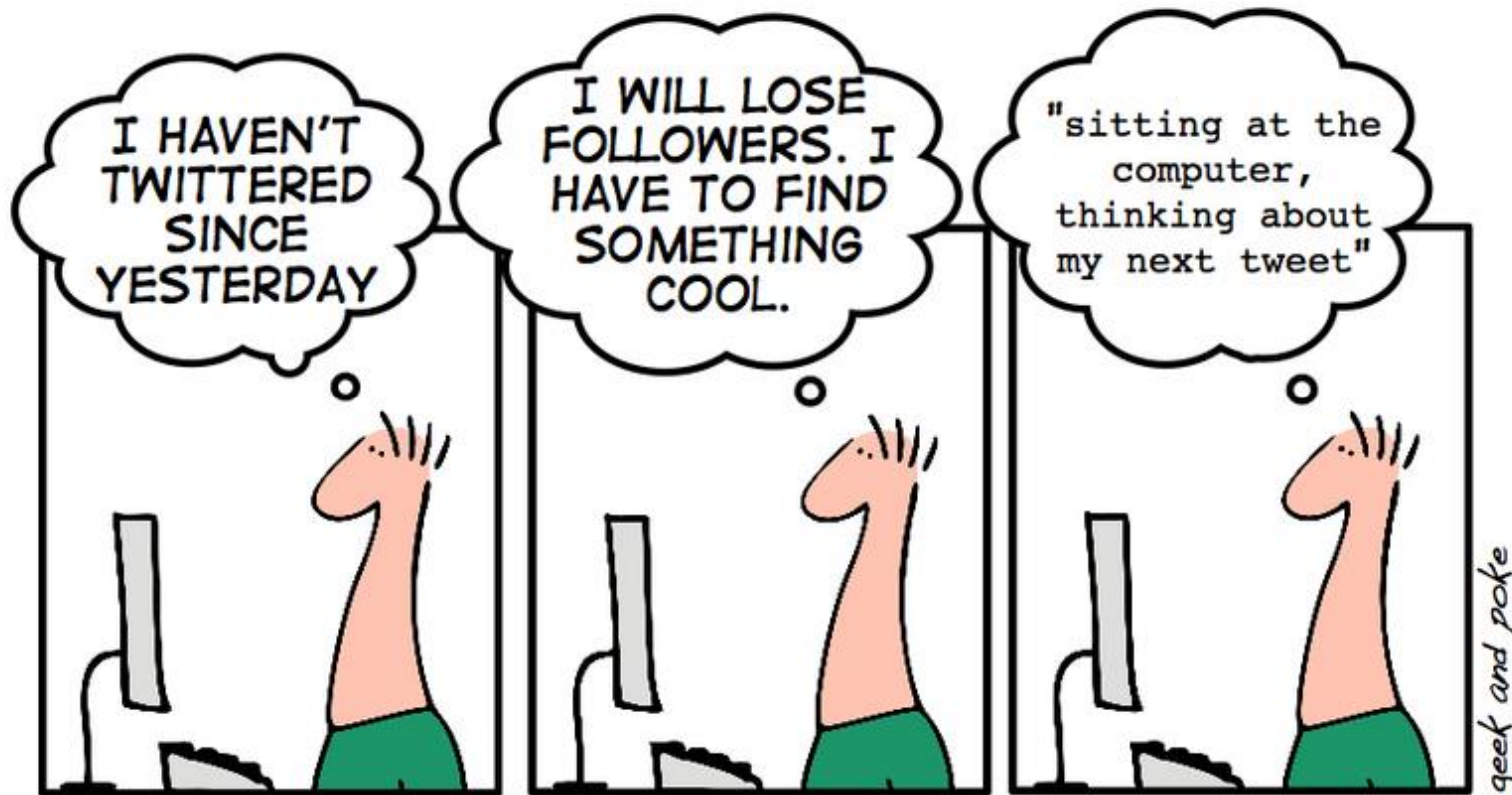


Facebook

Thank you
goran.levacic@ticm.hr



Twitter



THE GENESIS OF A TWEET



Twitter

Pros:

- most **active** community;
- used by **many professionals, policy-makers and journalists**;
- ideal to **inform and get informed quickly**;
- **building a community** of followers is relatively **fast**.

Cons:

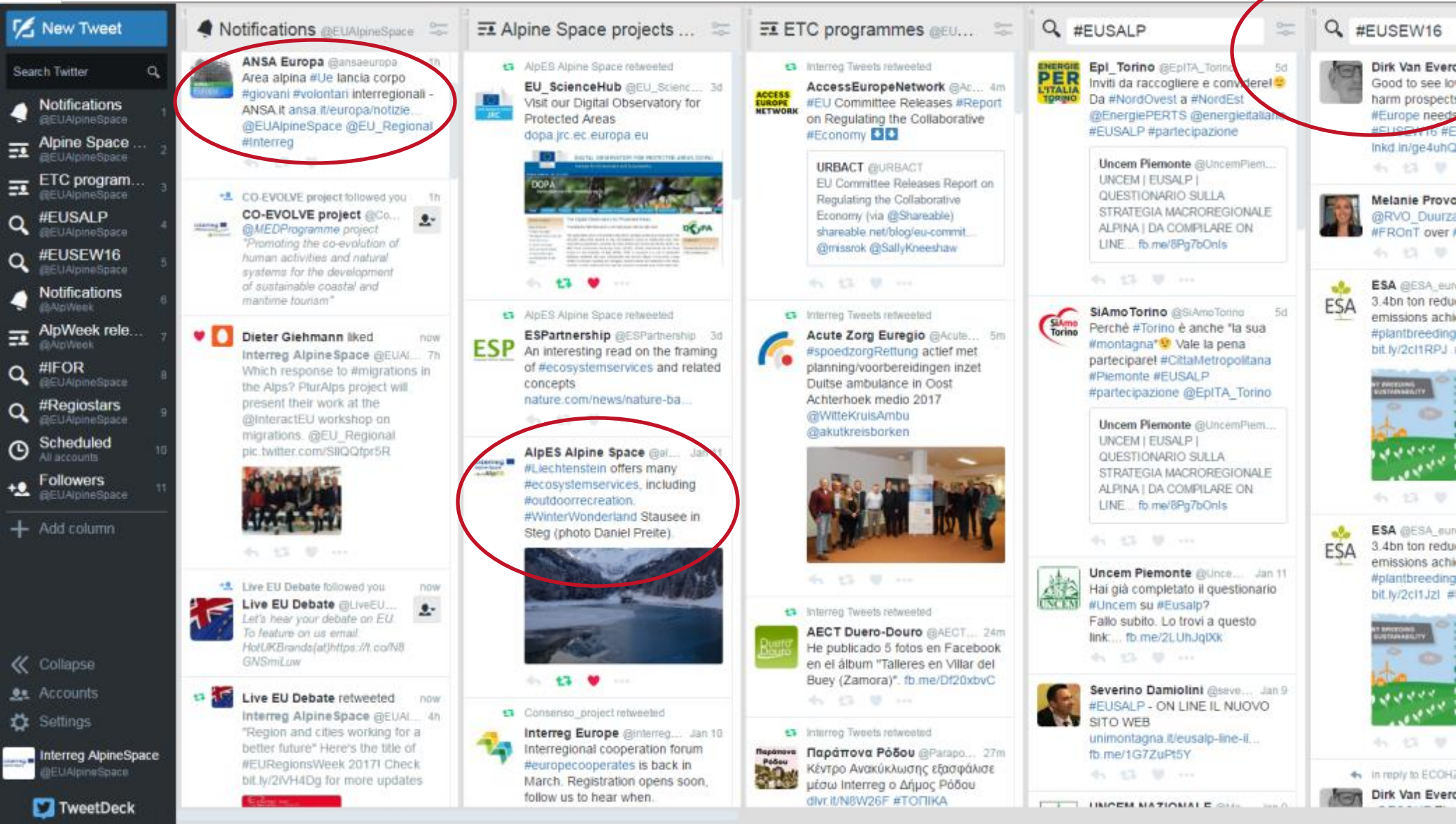
- very **limited writing space**, you have to be very synthetic;
- no formatting options;
- you have to **tweet regularly** to be interesting for your followers.

Tips:

- **plan and tweet live**;
- include **media content** (pictures / videos) in your tweets;
- **subscribe to accounts** dealing with your project's issues;
- **subscribe to partner regions**, policy-makers and local/regional press accounts;
- use **hashtags** such as #topic to appear easily in search results;
- **mention** other accounts (e.g. @Interreg_Danube), re-tweet and respond to others;
- use **TweetDeck** to monitor **accounts, topics** and **manage several accounts**.



Twitter - TweetDeck



The image shows a screenshot of a Twitter TweetDeck interface. The interface is divided into several columns. The leftmost column is the 'New Tweet' column, which includes a search bar and a list of accounts to follow. The main area contains several columns of tweets. Two tweets are circled in red:

- Top-left tweet (circled):** From **ANSA Europa** (@ansaeuropa), posted 1h ago. Text: "Area alpina #Ue lancia corpo #giovani #volontari interregionali - ANSA.it ansa.it/europa/notizie... @EUAlpineSpace @EU_Regional #interreg".
- Bottom-middle tweet (circled):** From **AlpES Alpine Space** (@alp...), posted Jan 1. Text: "#Liechtenstein offers many #ecosystems services, including #outdoorrecreation. #WinterWonderland Stausee in Steg (photo Daniel Preite)".

Other visible tweets include:

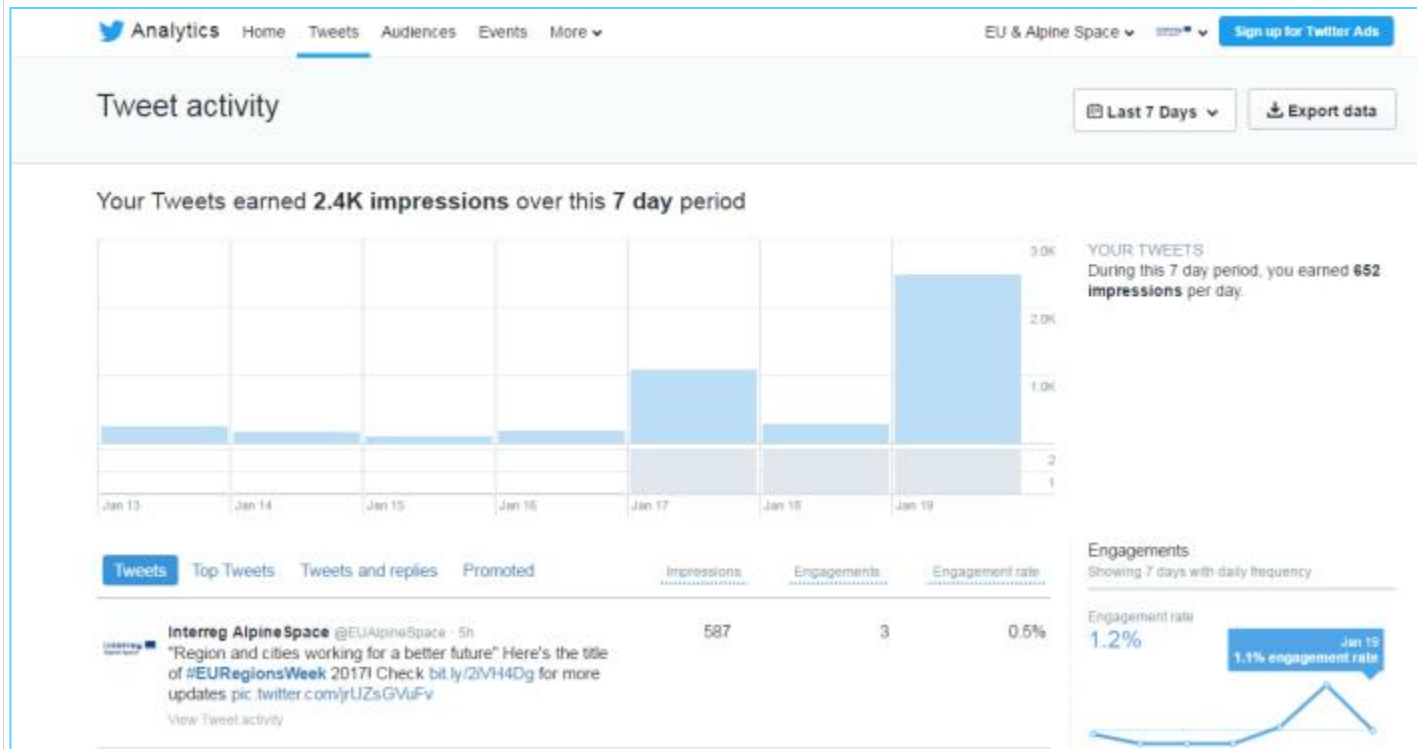
- EU_ScienceHub** (@EU_Scienc...): "Visit our Digital Observatory for Protected Areas dopa.jrc.ec.europa.eu".
- AccessEuropeNetwork** (@Ac...): "#EU Committee Releases #Report on Regulating the Collaborative #Economy".
- Acute Zorg Euregio** (@Acute...): "#spoedzorg Rettung actief met planning/voorbereidingen inzet Duitse ambulance in Oost Achterhoek medio 2017".
- SiAmo Torino** (@SiAmoTorino): "Perché #TORINO è anche 'la sua #montagna' Vale la pena partecipare! #CittaMetropolitana #Piemonte #EUSALP #partecipazione @EpiTA_Torino".
- Uncem Piemonte** (@UncemPiem...): "QUESTIONARIO SULLA STRATEGIA MACROREGIONALE ALPINA | DA COMPILARE ON LINE... fb.me/8Pg7bOnIs".
- ESA** (@ESA_eur...): "3.4bn ton reduction in emissions achieved! #plantbreeding bit.ly/2c11RPJ".
- Severino Damiolini** (@seve...): "#EUSALP - ON LINE IL NUOVO SITO WEB unimontagna.it/eusalp-line-it... fb.me/1G7ZuP15Y".

Twitter – Reuse and monitor

Reuse your tweets for your communication activities: e.g. event proceedings

- **STORIFY:** e.g. [Interreg 25 years](#)
- [Conference proceedings](#) published on **ISSUU**

Monitor the activity for better planning



Twitter analytics:
<https://analytics.twitter.com>





marketoonist

#nobuzzwords



LinkedIn

Pros

- Great tool to **create networks** (Groups);
- Great **recruitment** tool;
- Good tool to **emulate discussions** by being active in your groups;
- No “trolls”, no junk email (trusted relations), **used only by professionals**.

Cons

- **not the most innovative** and intuitive social media;
- most people use Facebook and Twitter on a daily basis and check their LinkedIn account once in a while;
- the **visibility to the general public is quite limited**, your communication remains in a circle of professionals who already know about you.

Tips

- **join groups** dealing with your project’s topics and issues;
- be sure to make a **complete profile**.



YouTube



YouTube

Pros

- videos **animate your project communications**
- **free (no limit) and high quality** service;
- **comments** are possible.

Cons

- **Difficult to moderate**

Tips

- **Embed** videos located on YouTube **on your website**;
- Create **playlists**;
- Share the same videos on your social media channels **through the video tools of these channels** (they will get more views than if you share the YouTube link).



4 - Other useful online tools

- Free survey tool: [Survey Gizmo](#)
- Presentation tool: [Prezi](#)
- Publication tools: [ISSUU](#), [SlideShare](#)
- Pictures publication tool: [Flickr](#)
- Story tool based on Twitter: [Storify](#),
- Easy infographics making tool: [infogr.am](#)



Thank you for your attention!

Questions? You can contact me

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